

## ABSTRACT

A liquid crystal display device (100) includes mean value computing sections (9a, 9b) and an optical intensity regulation section (11). The mean value computing section (9a) outputs a mean luminance level (A1) for the pixels forming an image display produced in a driver seat display area (2). The mean value computing section (9b) outputs a mean luminance level (A2) for the pixels forming an image display produced in a front passenger seat display area (3). The optical intensity regulation section (11) controls (regulates) the output optical intensity of backlights (4a, 4b) according to the mean luminance level (A1) and the mean luminance level (A2). As a result, the luminance of the image display in the front passenger seat display area (3) is further limited than the luminance of the image display in the driver seat display area (2). The control ensures high visibility of image displays for the driver.